

# *Goldman Management, Inc.*

## Project Narrative

Project: Zipps Sports Grill  
Location: Centennial Marketplace  
14148 N. 100<sup>th</sup> Street  
Scottsdale, AZ 85259  
Applicant: H. Todd Goldman (Owner, operator)  
Existing Zoning: PNC-PCD  
Parcel Number: 217-16-(State Land)  
Requirement: Serve Liquor

Upon completion of the Centennial Marketplace, Zipps Sports Grill anticipates opening in building C which occupies 5400 square feet. This is highlighted on our sight plan. We are family owned and operated and currently operate three Zipps Sports Grills in Scottsdale, along with our original Goldie's Sports Café in Scottsdale Ranch. Our concept is built around quality food, which we believe builds loyalty with our neighbors. We expect this location to perform much like our other concepts, which consistently generate half of their sales from food.

We make a substantial investment into our spaces to attain a certain look and feel that provides our customers with a comfortable area to gather. Our menu and our pricing provide a great value in a very comfortable setting, which families find to be very accommodating. We are certain, based on our other locations, that the Zipps concept will be a welcomed addition to this neighborhood center. Zipps is positioned to cater to the immediate neighborhood, providing them a quality, casual place to gather, eat and drink. We also propose to build an outdoor patio area, which will provide the neighborhood a nice place to dine outside during the mild season. All of our establishments have outdoor patios and provide a welcomed feature in all of the communities surrounding them.

Zipps will generate some additional traffic; however the peak time of our usage is the dinner hours when the other retailers are either closed or closing. Our restaurants are designed to appeal to the immediate neighborhood and we will typically pull from a two mile radius. We offer a full menu during the entire business day with the kitchen remaining open until 1am. We also offer a "Children's Menu" to cater to the family business which is a substantial segment of our customer base. We provide a full service bar, which includes beer, wine and liquor, and like our other locations we will always maintain the following characteristics:

1. Kitchen space and equipment are very substantial occupying over 30% of our entire space.
2. Although we card individuals who wish to drink, we do not card at the door.
3. There is never a cover charge at our restaurants and never any live entertainment.
4. Our kitchens are open until an hour before the restaurant closes.
5. Our sales mix will be 50% food and 50% alcohol.

6. Our bar space, per Scottsdale criteria, accounts for less than 6% of total space and food is served in this area.

The requested use does not place any undue burden on the proposed parking; in fact the parking was designed around restaurant criteria. In addition it does not pose any threat to the neighborhood, general public or surrounding businesses in the area. Overall, we feel the requested use is of very low impact and compliments the site development by providing a casual dining establishment that focuses on the food as the primary product.

We respectfully request that the Planning Commission recommend, and the City council find the following:

1. That the granting of such conditional use permit will not be materially detrimental to the public health, safety, or welfare based on the following factors:

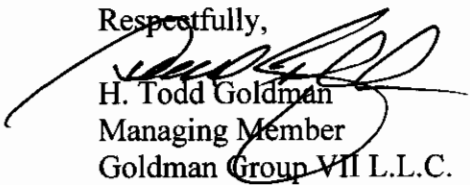
No damage or nuisance arising from noise, smoke, odor, vibration or illumination will be caused. The nearest residence is outside of a 600 foot radius.

No impact on surrounding areas resulting from an unusual volume or character of traffic is created. The consumption of alcohol will primarily take place during the evening and will be of no significant impact due to the day/night use characteristics of the proposed center.

2. The characteristics of the proposed conditional use are reasonably compatible with the types of uses permitted in the surrounding area. The proposed use is not extraordinary to the Shopping Center or the neighborhood, and it blends well with the existing businesses in the neighborhood.

It is our hopes that this narrative along with our long time record of operating within the city and state guidelines and being a positive force in the community will give you the confidence necessary to recommend our requested uses.

Respectfully,



H. Todd Goldman  
Managing Member  
Goldman Group VII L.L.C.



**BYXBEE**  
DEVELOPMENT PARTNERS

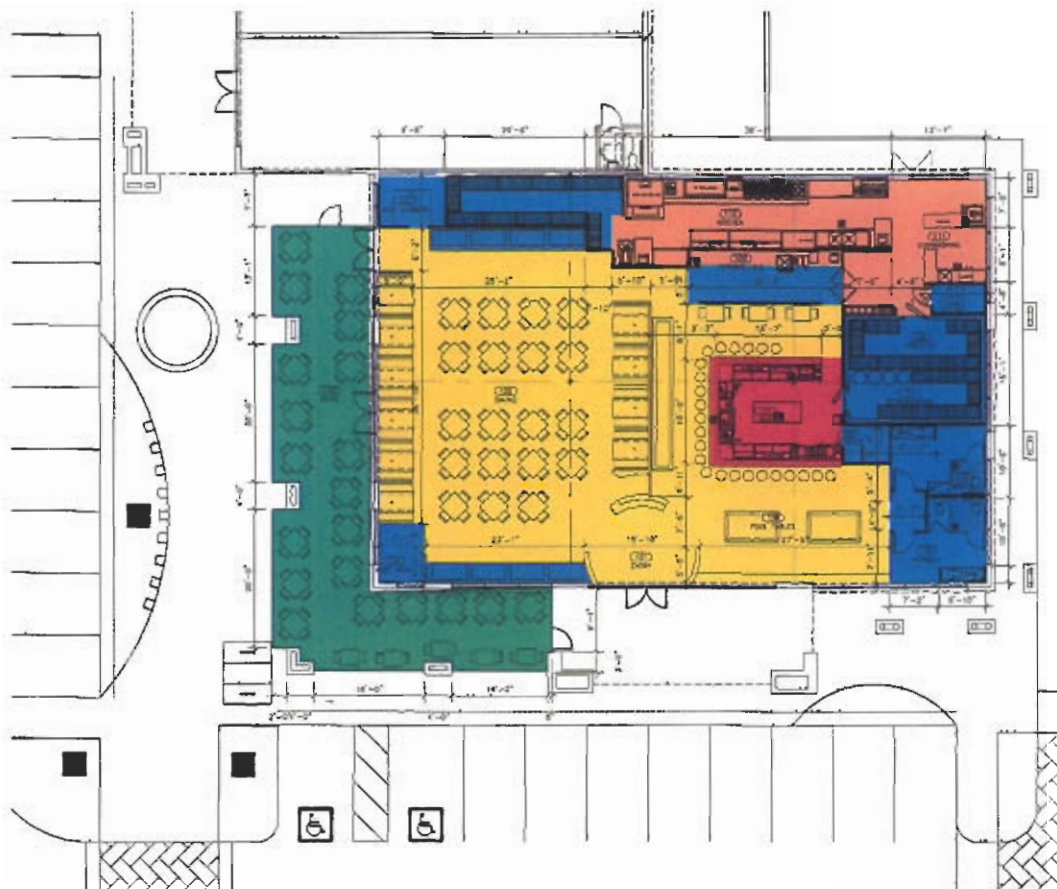
## CENTENNIAL MARKETPLACE

PROPOSED COMMERCIAL CENTER  
SCOTTSDALE, ARIZONA

02024

**Bd**  
88  
Bulfinch Design Group, Inc.  
ARCHITECTS & PLANNERS

4-UP-2005  
3-1-05



**Floor Plan**

**FLOOR AREA EXHIBIT**

GROSS FLOOR AREA TOTAL 5,400 S.F.

<span style="color: red;">■</span>	BAR SERVICE AREA	354 S.F. (6.5%)
<span style="color: orange;">■</span>	KITCHEN SERVICE AREA	838 S.F. (15.1%)
<span style="color: green;">■</span>	PATIO AREA	1,157 S.F.
<span style="color: yellow;">■</span>	DINING, ENTRY, CIRCULATION	2,736 S.F.
<span style="color: blue;">■</span>	R.R., STORAGE, UTILITY	1,472 S.F.



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Revisions
1
2
3
4
5

**ZIPPS**  
 Scottsdale, Arizona  
 02.08.06  
**AZ-745**

**A-2.1**  
 Floor Plan